



This is a digital copy of a book that was preserved for generations on library shelves before it was carefully scanned by Google as part of a project to make the world's books discoverable online.

It has survived long enough for the copyright to expire and the book to enter the public domain. A public domain book is one that was never subject to copyright or whose legal copyright term has expired. Whether a book is in the public domain may vary country to country. Public domain books are our gateways to the past, representing a wealth of history, culture and knowledge that's often difficult to discover.

Marks, notations and other marginalia present in the original volume will appear in this file - a reminder of this book's long journey from the publisher to a library and finally to you.

Usage guidelines

Google is proud to partner with libraries to digitize public domain materials and make them widely accessible. Public domain books belong to the public and we are merely their custodians. Nevertheless, this work is expensive, so in order to keep providing this resource, we have taken steps to prevent abuse by commercial parties, including placing technical restrictions on automated querying.

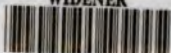
We also ask that you:

- + *Make non-commercial use of the files* We designed Google Book Search for use by individuals, and we request that you use these files for personal, non-commercial purposes.
- + *Refrain from automated querying* Do not send automated queries of any sort to Google's system: If you are conducting research on machine translation, optical character recognition or other areas where access to a large amount of text is helpful, please contact us. We encourage the use of public domain materials for these purposes and may be able to help.
- + *Maintain attribution* The Google "watermark" you see on each file is essential for informing people about this project and helping them find additional materials through Google Book Search. Please do not remove it.
- + *Keep it legal* Whatever your use, remember that you are responsible for ensuring that what you are doing is legal. Do not assume that just because we believe a book is in the public domain for users in the United States, that the work is also in the public domain for users in other countries. Whether a book is still in copyright varies from country to country, and we can't offer guidance on whether any specific use of any specific book is allowed. Please do not assume that a book's appearance in Google Book Search means it can be used in any manner anywhere in the world. Copyright infringement liability can be quite severe.

About Google Book Search

Google's mission is to organize the world's information and to make it universally accessible and useful. Google Book Search helps readers discover the world's books while helping authors and publishers reach new audiences. You can search through the full text of this book on the web at <http://books.google.com/>

WIDENER



HN TUAB Y

INVESTORS AND TRADERS GUIDE

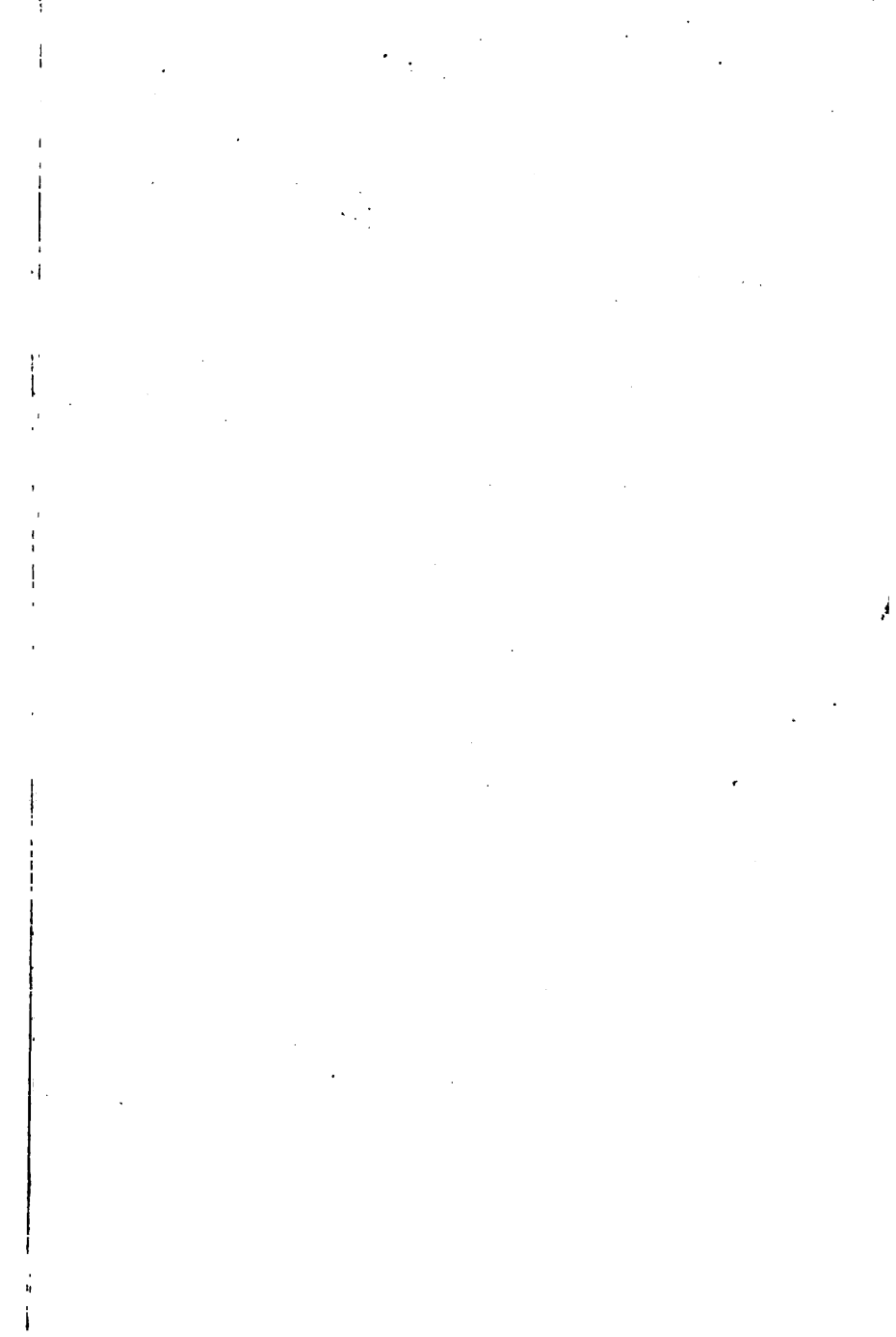
Jones & Baker
Securities



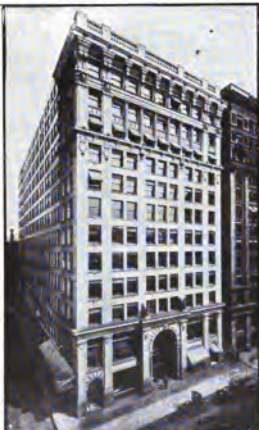
Harvard College Library

FROM

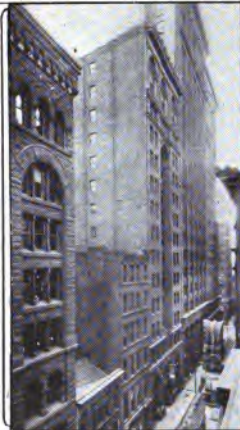
*The Graduate School of
Business Administration*



Location of JONES



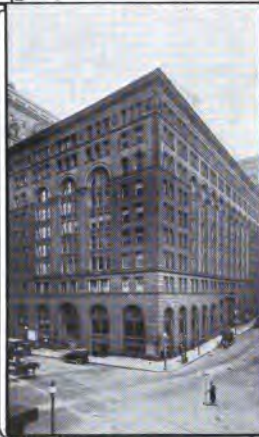
Chicago



Pittsburgh □ *50 Broad St*



Philadelphia □

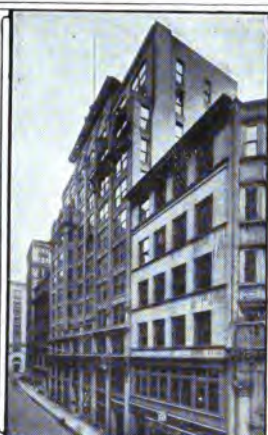


Baltimore □



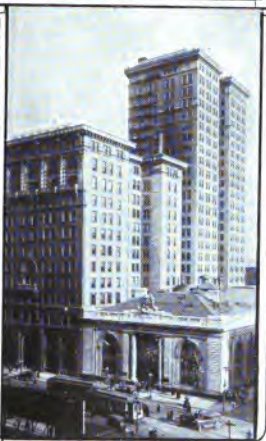
Brooklyn

S & BAKER Offices



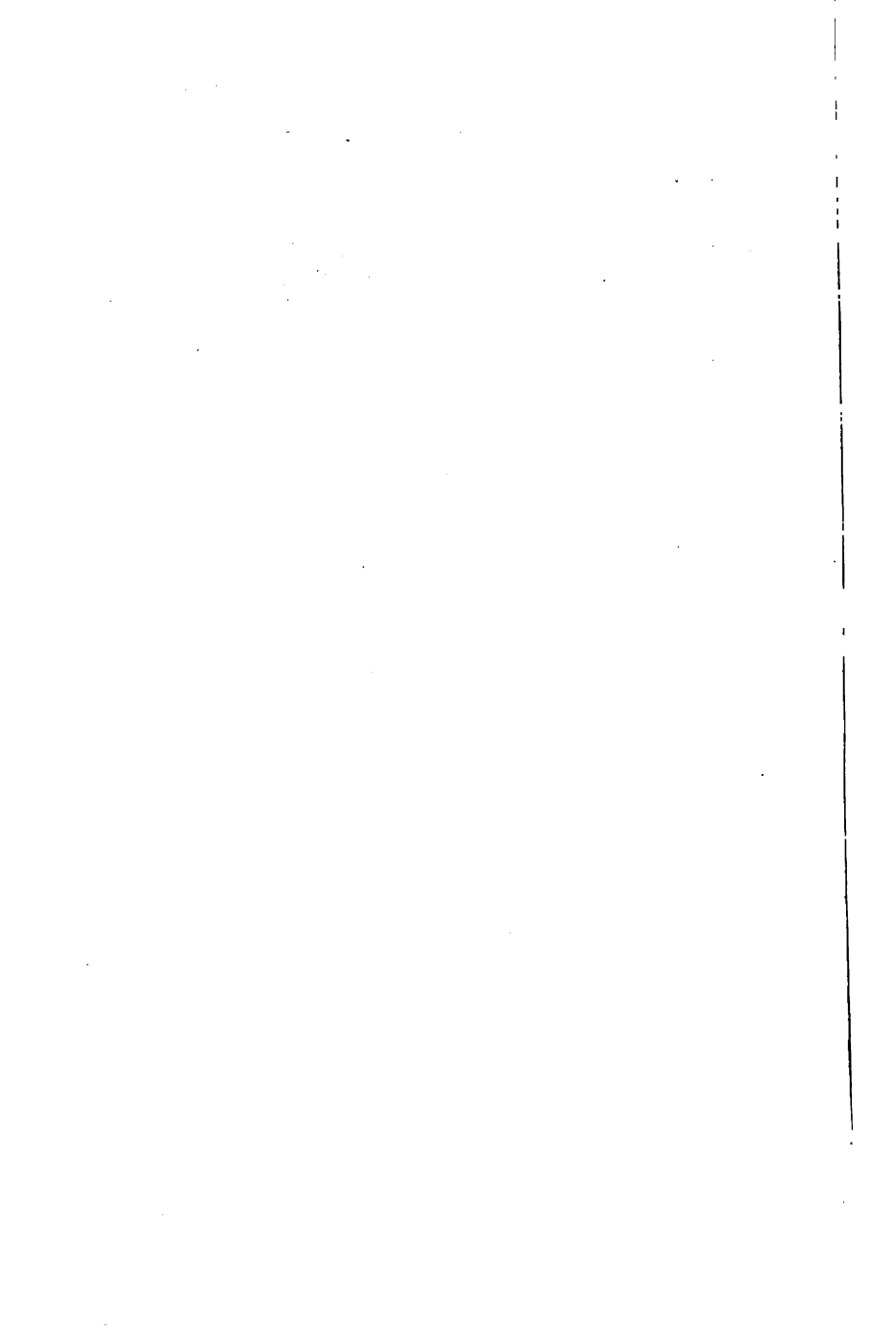
1 St New York □ *51 Avenue N.Y.*

Boston



oklyn □ *Detroit*

□ *Cleveland*



INVESTORS
AND
TRADERS
GUIDE

Jones & Baker
SECURITIES

New York
Chicago
Pittsburgh
Baltimore

Philadelphia
Boston
Detroit
Cleveland

Brooklyn

Econ 3205.00.5

HARVARD COLLEGE LIBRARY
RECEIVED THROUGH THE
GRADUATE SCHOOL OF
BUSINESS ADMINISTRATION

1920

CONTENTS

	PAGE
FOREWORD.....	3
AMERICA'S SECOND LARGEST STOCK MARKET..	5
HOW TO OPEN AN ACCOUNT.....	9
GENERAL RULES FOR TRADING.....	17
CARRYING STOCKS ON ACCOUNT.....	29
A STOCKHOLDER'S RIGHTS.....	37
GROUP INVESTMENTS.....	48
THE JONES & BAKER POLICY.....	57
THE GREATER NEW YORK CURB MARKET..	61

Copyright 1920
By JONES & BAKER

THIRD EDITION

FOREWORD



Newport Bldg., Boston,
location of Jones &
Baker Branch office.

WHY are there stock market "tickers" in the great fashionable hotels at our famous summer and winter resorts?

Why are the market quotations wirelessly hourly to the giant ocean liners?

Why do the men who have large country estates, yachts, motors—fortunes!—keep in close contact with the stock markets?

THE ANSWER

Because these millionaires learned long ago—many of them long before they had their millions—the great economic truth of this statement:

"While money can be earned by labor, it can be multiplied only by investment."

And they learned, too, that wise investments in American corporations *which give great promise of immediate growth* were very preferable forms.

Through their brokers they obtained all the available facts about every company in a profitable

F O R E W O R D

field, and bought the securities outright or on account—more often in the latter way, so as to control at least three times as many as the same amount of money would buy outright.

Thousands are to-day living in comfort, or even in luxury, and thousands are able to create or assist charitable, humanitarian, scientific, artistic or educational institutions, because of the dividends or market profits which come to them as a result of wise, timely investments.

AMERICA'S SECOND LARGEST STOCK MARKET



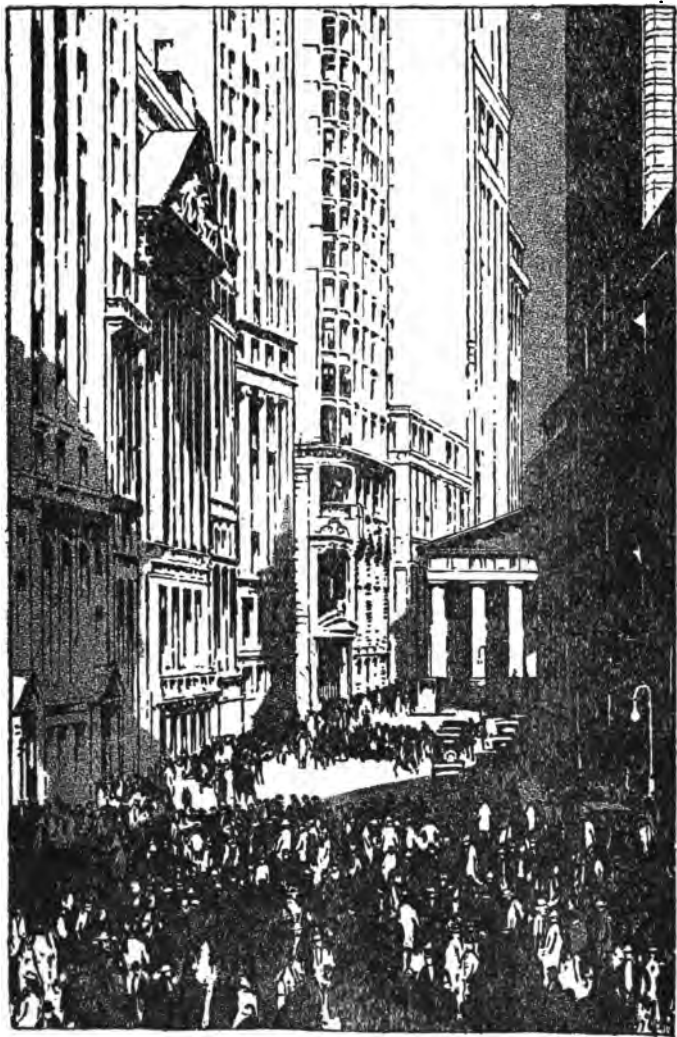
50 Broad St., New York,
where Jones & Baker's
General Offices and Down-
town Branch are located.

For the average busy man of affairs knew *but a few* of the facts about the New York Curb Stock and Bond Market there would be no reason for this chapter.

For instance, fifty of the companies whose securities are traded in this "great prep school of American finance" have *annual earnings* of more than one million dollars—upwards of twenty of them earning more than *five millions* each year!

Adding the assets of only twenty-five of the Industrial, Oil and Mining companies out of more than four hundred traded in, we get the stupendous total of one billion dollars!

We find on examining the land holdings controlled by some of these companies that they run as high as hundreds of thousands of acres—a thousand, four thousand and even seven thousand square miles!—with tremendous possibilities for huge profits in oil, gold, silver or copper in every square mile.



THE NEW YORK CURB MARKET IN ACTION
Immediately fronting the Jones & Baker offices at 50 Broad Street

AMERICA'S SECOND LARGEST STOCK MARKET

We glance at the management of many of these companies and recognize the names of scores of our very prominent bankers, our industrial captains, or our foremost oil and mining experts.

Turning to the dividend and profit record of the New York Curb Market, we learn that more than 160 millions in dividends were paid by New York Curb securities in 1918—and that 171 of them to date have paid in dividends a total of more than one billion dollars!

WHERE PROFIT OPPORTUNITIES ARE GREAT

The New York Curb Market, in a sense, is a national mirror. It reflects the tremendous energy, the ambitions and the inventive ingenuity of America's striding sons—in hundreds of profitable fields from the wizards who are extending wireless telegraphy and transportation by aeroplanes all over the world to those progressive pioneers who are exploring and developing new sources of precious oil, gold, silver and copper.

Being "young," energetic, progressive companies for the most part, or concerns hunting in a sound, scientific way for oil or metals—the increases in the market value of the securities of New York Curb companies are often very sudden and often extremely great.

Thirty-two companies, for instance, whose securi-

AMERICA'S SECOND LARGEST STOCK MARKET

ties later were listed on the New York Stock Exchange, went up 106% to 3880% while traded on the New York Curb!

Three	appreciated more than 1000%
Eleven	appreciated more than 500%
Seventeen	appreciated more than 300%
Twenty-one	appreciated more than 200%

Thus, even in such a hasty glance, we see the soundness, the able management, the enormous dividends, profits, surpluses and market possibilities of many of the companies whose stocks are traded in on the New York Curb Market.

Have *you* shared—are *you* sharing in the millions in dividends and market profits of this, America's second largest stock market?

HOW TO OPEN AN ACCOUNT



*506 Fifth Ave., New York,
where Jones & Baker's
Midtown Branch is lo-
cated.*

O enter the market it is necessary to open a trading account with a stock brokerage firm.

You have decided that Jones & Baker, because of their financial strength and excellent service facilities, shall be your brokers.

The first step, then, is very simple.

It is merely getting acquainted. There is no essential difference between opening an account with a concern selling brokerage service and opening an account with a concern selling merchandise. It is a matter of knowing each other and believing in each other—which is the basis of all credit relations.

Therefore, let's get acquainted. Come to our office, make yourself known to us and we will place our Complete Service at your disposal.

We have ten offices—two in New York City and one each in Chicago, Philadelphia, Boston, Pittsburgh, Baltimore, Cleveland, Brooklyn and Detroit, all equipped with commodious customers' rooms.

PRIVATE WIRE SERVICE

JONES & BAKER SECURITIES

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES
PHILADELPHIA
BOSTON
WASHINGTON
SAN PETER
SAN JUAN
SAN PEDRO
SAN CARLOS
SAN LUIS
SAN FELIX
SAN JAVIER
SAN MIGUEL
SAN RAFAEL
SAN VICENTE
SAN JERONIMO
SAN ANTONIO
SAN JOSE
SAN CARLOS
SAN FELIX
SAN JAVIER
SAN MIGUEL
SAN RAFAEL
SAN VICENTE
SAN JERONIMO
SAN ANTONIO
SAN JOSE

OFFICE BULLETIN

U. S. STEAMSHIP MAY RECEIVE MILLIONS WITHIN TWO WEEKS

Millions in return to U. S. Steamship within a few weeks is promised by the following wire from our Washington correspondent: "Shipping Board reticent but authorize me to say negotiations progressing in rapid way of settlement. Expect adjustment within two weeks will be satisfactory to U. S. Steamship Company."

With a vast settlement impending and indicated net assets already in excess of current quotations, (25%) chance of a market trend are expecting a few things of U. S. Steamship shares which have a market record of 84.

JONES & BAKER

New York
9-15-19
10:17/AM

THE INFORMATION CONTAINED HEREIN IS UNCLASSIFIED DATE 10-17-84 BY 60322 UCBAW/STP

PRIVATE WIRE SERVICE

JONES & BAKER SECURITIES

OFFICE BULLETIN

U. S. LIGHT & HEAT ABOUT TO DOUBLE OUTPUT

Special correspondent wires from Buffalo that additional already completed to U. S. LIGHT & HEAT COMPANY's new plant in Buffalo, N. Y. output more than 100% and make the company the largest battery manufacturing plant in the world. Great expansion in motor industry has resulted in unprecedented demand for storage batteries and big installation of labor saving machinery it is expected to double output without adding to number of employees. New facilities will have about 342,000 square feet of floor space and will be completed within two months.

Apparently with the advent of John R. Williams as Chairman of the Board U. S. Light & Heat will share largely in the great era of prosperity stretching before the automobile industry. Its shares have a market record of 22 established long before the present highly efficient expansion program was so near completion.

JONES & BAKER

New York
9-15-19
10:17-AM

THE INFORMATION CONTAINED HEREIN IS UNCLASSIFIED DATE 10-17-84 BY 60322 UCBAW/STP

Exclusive important news is flashed over our private wires daily. U. S. Steamship jumped from \$2.87 1/2 to \$8.57 1/2, and U. S. Lt. & Heat from \$2.12 1/2 to \$4.62 1/2 after these bulletins were published.

HOW TO OPEN AN ACCOUNT

OPENING AN ACCOUNT IN PERSON

Select the office in which it will be most convenient for you to trade. When you call, introduce yourself to one of the service men in our customers' room. You will find that he will meet you on a plane of courteous helpfulness.

Tell him plainly what is in your mind, what stock or stocks you are interested in and how you wish to invest.

Or, if you have not completely made up your mind, you can look to our representative for a thorough explanation of market conditions surrounding any stock or stocks about which you may inquire.

Suppose you decide to open an account by purchasing 100 shares of a certain stock. Our service man will then ask if you wish to buy for immediate delivery or "on account."

BUYING FOR CASH

Buying for immediate delivery—that is, for the delivery of certificates to you as soon as they can be bought and transferred to your name—is practically a cash transaction.

Your order is written on a blank provided for that purpose and signed by you. You are then introduced to the cashier, who receives your deposit on the transaction.

HOW TO OPEN AN ACCOUNT

You are required at the time the order is entered to deposit an amount in keeping with our Schedule of Deposit Requirements on Page 18, but we reserve the right to require the deposit in advance of the full purchase price plus our commission on orders for stocks that we do not carry on account.

You may always, if you wish, deposit the entire purchase price plus our commission where the stock is to be bought at a definite price, and leave transfer instructions at the same time, which will insure the delivery of the certificates to you with a minimum of delay.

The cashier will issue you a receipt for the amount deposited and credit the amount on the books to your account.

Your order is then sent into the market for execution at the price stipulated by you, or at a more advantageous price, if possible; or if your order reads "at the market," it will be executed at the best possible price when the order reaches the market.

When we have executed your order we notify you. You then pay us any balance owing on the stock, plus our commission according to the Schedule of Commission Charges shown on Page 18. As soon thereafter as the stock certificates can be transferred to your name they will be delivered into your possession, unless in the meantime you have given us other instructions.

HOW TO OPEN AN ACCOUNT

BUYING ON ACCOUNT

If, however, you do not wish to buy the stock for immediate delivery, you may buy "on account," provided the stock is one we will carry on account, depositing with your order part of the purchase price in accordance with the Schedule of Deposit Requirements on Page 18. We advance for you the remainder of the purchase price and carry the stock subject to your future disposition.

Suppose, for example, that you instruct us to purchase on account a stock selling at \$15 a share or less.

Your deposit will be $33\frac{1}{3}\%$ of the market price, for which you will be given a receipt, and the amount will be credited to you on our books.

In order to purchase the stock for you in the market we will advance the remaining $66\frac{2}{3}\%$ of the market price of the stock, charging you our regular commission and interest on the debit balance at the rate of 6%.

Stocks carried on account are always subject to the orders of the customer, who may enter selling orders on the stocks at any time, or "take up" the stocks by paying the debit balance and interest.

Where we are carrying stocks on account for customers we not only require them to make an initial deposit in accordance with our Schedule of Deposit Requirements, but we also require them

HOW TO OPEN AN ACCOUNT

to maintain a sufficient deposit so that our loan will never be greater than the difference between the value of the stock at the current "bid" price and our deposit requirements at that price.

SELLING ORDERS

Now, on the other hand, if you are already the owner of stock certificates and you wish to open an account with us "to sell," the stock certificates should be properly endorsed in accordance with the directions for "Endorsing Certificates" on Page 21, and delivered to our cashier at the time the order is entered. You will be given a receipt for your stock just as in the case of a cash deposit.

When the order is executed you will be notified; the amount received from the sale of your stock, less our commission, and tax, if any, will be credited to your account on our books; and a check will be sent you for the proceeds, unless you have instructed us to hold the money or use it on further purchases.

OPENING AN ACCOUNT BY LETTER, TELEGRAPH OR TELEPHONE

If you live where you cannot visit one of our offices in person, you may open an account with little trouble by letter, telegraph or telephone. You should be very specific in your instructions to us, however, to avoid delay and confusion.

HOW TO OPEN AN ACCOUNT

By Letter.—No particular form of order is necessary but the following is suggested:

Please $\left\{ \begin{array}{l} \text{buy} \\ \text{sell} \end{array} \right\}$ for my account.....shares
of.....at.....per share (or "at the
market") $\left\{ \begin{array}{l} \text{on account} \\ \text{for delivery} \end{array} \right\}$

In sending a buying order by mail you should enclose your deposit with the order in accordance with our Schedule of Deposit Requirements.

If your order is to sell, the stock certificates you wish sold should be properly endorsed in blank, enclosed with the order and sent to us by registered mail.

Your deposit—either cash or stock certificates—will be credited to your account and a receipt mailed you at once with the acknowledgment of your order.

By Telegraph.—Should you wish to take advantage of a temporary market situation you may open an account by telegraph, sending your deposit also by telegraph. The order should be worded similarly to one sent by mail. If the order is to sell, you may have a bank guarantee by wire that on receipt of confirmation of execution valid and negotiable certificates of the stock sold will be delivered to us.

By Telephone.—Opening an account by telephone is perhaps the most unsatisfactory way, as it is sometimes difficult to provide for making the required

HOW TO OPEN AN ACCOUNT

deposit. This, however, may be arranged by messenger; or by having a bank guarantee, in writing, payment on your purchases or delivery of stock on your selling orders; or by furnishing satisfactory references.

REFERENCES

Where we are asked by a prospective customer to enter an order without a deposit of cash or stock, or without a bank guarantee, customer must furnish us with satisfactory references, either from his bank, some other financial institution, or some reputable brokerage house with which he has had dealings.

The investigation of references, however, always involves delay, and often results in losing the advantage of some temporary market situation that would have yielded attractive profits had it been possible to enter the order at the time it was given to us. We recommend, therefore, that new customers comply with the deposit requirements, which will assure prompt entry of their orders.

GENERAL RULES FOR TRADING



*29 So. La Salle Street,
Chicago, where Jones
& Baker's offices are
on the first floor.*

PROCEEDING is a brief though practical summary of the important factors in opening a brokerage account; but there is a great deal of additional information about market and brokerage procedure with which all investors and traders should be familiar. For a full understanding of the subject we append our General Rules for Trading which will be found interesting and helpful in transacting business with us.

ORDERS

Whenever possible, orders will be executed on the New York Curb Market and New York Curb Market commission rates charged,

COMMISSION CHARGES

It is customary to include commission charges with the deposit made at the time of placing an order; however, the commission may be paid after the order is executed.

GENERAL RULES FOR TRADING

The following is our schedule of commission rates:

Stock Selling	Per 100 Shares
Under \$0.10.....	\$0.25
At 0.10 and under \$0.25.....	0.50
“ 0.25 “ “ 1.00.....	2%
“ 1.00 “ “ 3.00.....	4.00
“ 3.00 “ “ 5.00.....	5.50
“ 5.00 “ “ 10.00.....	7.50
“ 10.00 “ “ 125.00.....	15.00
“ 125.00 “ over.....	20.00
Minimum commission on any transaction.....	1.00

SCHEDULE OF DEPOSIT REQUIREMENTS

Stocks Selling	Deposit
Up to and including \$15.....	33 $\frac{1}{3}$ % of market price
Over \$15 and up to and including \$50.....	25 % “ “ “
Over \$50.....	20 % “ “ “

Our deposit requirements are subject to change from time to time, and all accounts, both old and new, must be protected in accordance with the latest schedule.

ORDERS FOR CASH

Remittances and Delivery of Certificates—On buying orders for cash (stock bought for immediate delivery to the customer) a deposit is required in keeping with the Schedule of Deposit Requirements above. We reserve the right, however, to require the deposit in advance of the entire purchase price plus our commission on orders for stocks that we do not carry on account.

It is a very easy matter, therefore, to figure from

GENERAL RULES FOR TRADING

the market price of the stock the amount of the initial deposit or remittance to us.

ILLUSTRATION:

200 shares of U. S. Lt. & Heat at \$3.00.

Total price.....\$600.00

33 $\frac{1}{3}$ % of \$600 (initial remittance)..... 200.00

Commission..... 11.00

The remittance (including commission) may be in form of currency, certified check, bank draft, post office money order, or express money order. Receipts for such remittances are mailed the same day the funds are received.

When the order is executed the customer will be notified immediately, and upon payment of the remainder of the purchase price, plus commission charges, the stock will be transferred to the customer's name and delivered; or, if preferred, street certificates will be sent to a bank with draft for the balance attached.

Certificates will not be transferred to the customer's name until fully paid for, or unless the condition of the customer's account should warrant.

In requesting the transfer of certificates the first name should be given in full, as many transfer offices refuse to issue certificates in initials.

We guarantee the validity of all certificates delivered to customers.

When the order is to sell, the customer must deposit the stock certificates with us, or have a bank

INVESTOR & TRADER

NEW YORK
CHICAGO
PITTSBURGH

Published weekly by
Jones & Baker
50 Broad Street

BOSTON
DETROIT
PHILADELPHIA

This paper is the successor to "Curb News"

Vol. XIII, No. 19

New York, Monday, April 14, 1919

Five Cents

Prosperity Is Ahead for America Says Secretary Redfield

Notes: Two Cabinet officers, Wm. C. Redfield and William E. Wilson, seeing things from different viewpoints, were asked by the INVESTOR & TRADER to express their opinions on the economic effect the signing of the Peace Treaty will have, and on present American conditions. Their statements, given exclusively to this paper, follow:

By **WM. C. REDFIELD**
Secretary of the Department of Commerce

WASHINGTON, April 14.—The condition of the country is sound. The number of failures is small.

The bank resources were never larger or more liquid.

America stands firmly on her feet without fear of the future.

We have a great loan to face and heavy taxes to pay, but we shall meet them fearlessly and successfully and to a few months shall find that our finances are turned toward a bright and prosperous future.

How can we help, each of us, in this period of reconstruction?

One way is to talk and act as optimists, for the chief thing needed is confidence. The professor has no place among us now.

Go after him wherever you find him!

He it is who plays into the hands of the Bolsheviki. He it is who provides a handle for the I. W. W.

Do not try to obtain prices for the sale of large profits. That prevents the energy. That prevents the return of confidence. It is better far to lose

something for a month or two than to prolong the hesitation for six or eight months or a year.

Business now faces an opportunity for a sacrifice temporarily, of personal profits that the greater gain may come when the buying movement starts. Business can aid the buying movement, can stimulate it, can bring it nearer by letting the public know it will be not half way.

There is no doubt, humanly speaking, that prosperity lies ahead for America, but there is yet an unshared doubt as to what our American will make of her prosperity.

Do we think of our older notions as twenty years ago a trust magnate thought of the commerce, whose business he would like to grasp? We have outgrown that in our domestic commerce. I do not speak of it as being illegal—it is more illegal to-day in the

mind of the business man than on the statute books, but when we get beyond the Stone-Island Bank, are we going to be as far advanced in our thought as we are at home?

Can we carry the spirit of American law where the law of America does not prevail? If we do not, we may become fat and rich and possibly win the contempt of the world in so doing.

Will our thought be to aid, with a spirit of service running through all, serving those who have served us best? It all depends.

If you can have to your own as they go about the earth the knowledge that America runs to the height of marvelous power, financial, military, political, industrial, and economic, and also send that power to her aid, and also always for the good of the world, then your own can walk as no German can walk, can travel the whole round orb of the globe, among friends knit to one another with bonds of esteem and affection which can not be broken.

Push Public Works Rapidly Urges Secretary of Labor Wilson

By **WM. E. WILSON**
Secretary of the Department of Labor

WASHINGTON, April 14.—There has been a great deal of hysteria about the creation of reconstruction. We are passing through the same kind of an atmosphere that we passed through at the time that we engaged in the war.

Then there was a very general fear that we would not be able to maintain our focus with sufficient rapidity to

be of assistance in the conflict; that if we could mobilize them we would be unable to train them, and if we trained them we would be unable to carry them across the ocean because of the shortage of shipping, and if we did carry them across the ocean that they would be unable to participate in the war through lack of equipment; and yet, when the great crisis came, when the German forces had broken through the western front and there was nothing between them and

Special Article on Island Oil and Transport—Page 2

The Dominant Weekly of the New York Curb Market

GENERAL RULES FOR TRADING

guarantee in writing that on receipt of confirmation of execution valid and negotiable certificates of the stock sold will be delivered to us, or he must furnish satisfactory references.

ENDORISING CERTIFICATES

The following general facts about endorsing certificates should be borne in mind. The customer should not fill in any of the blanks of the assignment on the reverse side. If the certificates are in his name, he should simply endorse his name on the back of the certificates in the space provided, exactly as it appears on the face of the certificates, without abbreviations or additions; and some person, preferably male, must witness the signature and sign his name on the line indicated for that purpose.

If the certificates are in the name of another person and endorsed in blank by such person and the signature guaranteed by some responsible broker or banker, they may be deposited with us without any further endorsement.

ORDERS ON ACCOUNT AND DEPOSIT REQUIREMENTS

Almost any of the active listed New York Curb Market stocks will be bought and carried on account, upon the deposit by the customer of $33\frac{1}{3}\%$ of the market price (or less in some cases, as shown in the Schedule of Deposit Requirements on Page 18), an

GENERAL RULES FOR TRADING

interest charge at the rate of 6% being made upon the debit balance from the time the stock is purchased.

We require customers for whom we are carrying stocks on account to maintain at all times a sufficient amount on deposit with us so that the debit balance on the stocks carried will never be more per share than the difference between the current "bid" price of the stock and the deposit requirement per share on stocks at that price.

From the Schedule of Deposit Requirements on Page 18 the customer will have no trouble in figuring the amount of initial deposit, or required remittance, with the order.

ILLUSTRATION:

A stock selling over \$15 and up to and including \$50:

100 shares of Submarine Boat at \$16.00

Total price.....\$1,600.00

25% of \$1,600 (required remittance)..... 400.00

Commission 15.00

USE OF COLLATERAL

In buying stocks on account the remittance (including commission) may be made, if desired, in the form of acceptable listed securities (stocks or bonds) for which there is an active market. In such cases stocks are accepted as collateral on the basis of their current market value less the amount we would require as a deposit to buy them, according to

GENERAL RULES FOR TRADING

our Schedule of Deposit Requirements. For illustration, a stock selling at \$12 a share, on which a \$4 deposit would be required to buy, would have a collateral value of \$8; and a stock selling at \$30, with a deposit requirement of \$7.50, would have a collateral value of \$22.50.

One hundred shares of Nipissing at \$11.00 per share, or \$1,100.00, would have a collateral value of \$750.00 (\$1,100.00 minus deposit requirement of \$375.00) that might be used on the same basis as cash in the purchase on account of additional acceptable stocks. Under this plan the \$750 collateral value could be used to control stocks having a market value in some cases as high as \$3,500. Such securities, in order to be acceptable as collateral, must be properly endorsed in accordance with the directions given under "Endorsing Certificates" on Page 21.

U. S. Government bonds are accepted as collateral on the basis of their market value; other bonds on the basis of 75% of their market value.

Accounts are accepted, orders executed, and collateral received only on the distinct understanding that all securities purchased or received for the customer's account as collateral or otherwise may be transferred to our name, and may be lent or used by us in making deliveries or substitutions in the usual course of our business, or may be pledged by us, either separately or together with other securities,

GENERAL RULES FOR TRADING

either for the sum due thereon or for a greater sum, all without further notice to the customer.

Stocks carried on account will be available for prompt delivery should the customer at any time desire to pay the balance owing and take up any of his stocks.

Interest on debit balances is charged at the rate of 6%. Additional deposits increase the customer's equity in the stocks carried on the account, or, in other words, reduce the balance owing on the account, thereby reducing the interest charges.

All dividends paid on stocks being carried for a customer will be credited on his account and a credit memorandum mailed to him.

ORDERS GOOD UNTIL CANCELED

All orders, either for cash or on account, and whether given in person, by letter, telegraph, or telephone, will be considered good until canceled, unless otherwise particularly stipulated.

DISCRETIONARY ORDERS NOT ACCEPTABLE

We will not accept discretionary orders—that is, orders on which prices or conditions are left to our judgment. Orders therefore should be given as positive instructions to buy or sell a definite stock at a definite price, or “at the market.”

GENERAL RULES FOR TRADING

"AT THE MARKET"

To assure immediate execution of orders and thereby protect one's self against losses that might be incurred in a rapidly rising or falling market through inability to secure execution of orders at stipulated prices, it is advisable that orders be made to read "at the market." This means that orders are to be executed at the best possible price at the time they reach the market—a practice followed by the majority of successful traders.

CUSTOMER BENEFITS FROM ADVANTAGEOUS EXECUTIONS

Whenever a definite price is stipulated by the customer and we find it possible in the market to buy for less or sell for more than the price stated in the order, we always give the customer the benefit of the difference gained.

BUYING ORDERS FROM OLD CUSTOMERS

We consider that customers already on our books have to some extent acquired a credit standing with us. Ordinarily we will accept a buying order on account from an old customer if his account is open and in good condition at the time the order is received, and the order is not greatly out of proportion to his previous transactions, without insisting that the order be accompanied by the usual deposit.

GENERAL RULES FOR TRADING

Should the account be in good condition, but the deposit on hand not sufficient to carry the stocks ordered, we will enter the order with the understanding that a remittance for the amount required will be mailed immediately on receipt of confirmation of execution. This is necessary to protect the customer, for should the market decline the account would be in jeopardy.

In case the customer's account is closed, a new buying order on account should ordinarily be accompanied by the required deposit.

Cash customers who have not made other arrangements with us should in all cases comply with our requirement of a cash deposit or a bank guarantee.

SELLING ORDERS FROM OLD CUSTOMERS

Ordinarily, also, we will enter the selling orders of old customers on stocks bought through us without requiring that the certificates be deposited with us in advance, but with the understanding that the customer will deliver to us the stocks, properly endorsed and witnessed, immediately upon receiving confirmation of execution.

COLLECT CHARGES ON WIRE ORDERS

Orders for New York Curb Market securities on which our commission amounts to two dollars (\$2) may be sent us by telegraph or telephone with charges collect. All other telegrams and telephone

GENERAL RULES FOR TRADING

calls should be prepaid. Notification of executions will not be wired unless specifically requested, and then only at the customer's expense.

ORDERS NOT EXECUTED

Customers are notified at intervals in the regular course of business of their unexecuted open orders with us. Should a request to cancel an order be received from a customer before the order is executed, any deposit made on the order will be returned, if desired.

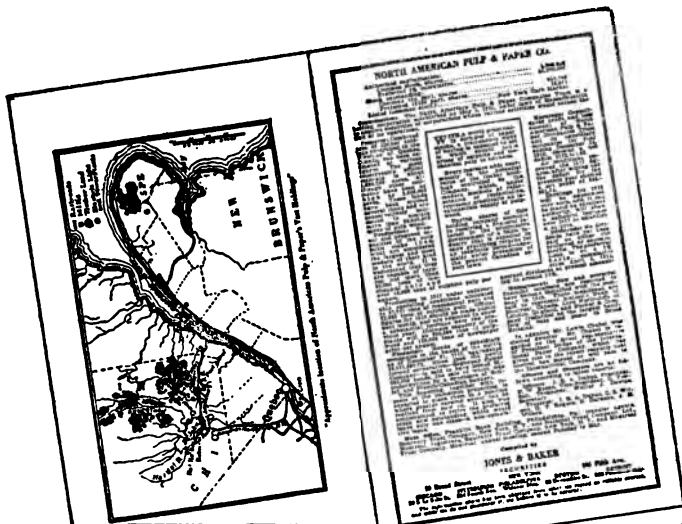
STATISTICAL AND ANALYTICAL SERVICE

We maintain for the benefit of our customers an Information and Statistical Department composed of experts who devote their entire time to the study of developments in all securities traded in on the New York Curb Market.

TELEPHONE SERVICE

A Telephone Service Division in each of our offices is at the disposal of customers who wish to be called at stated intervals throughout market hours each day and informed as to quotations, late news and movements of stocks in which they are interested.

We are always pleased to answer telephone inquiries from investors and traders generally regarding quotations, sales or market trend.



JONES & BAKER Special Report on North American Pulp & Paper Co.

CONSIDERATION of wood, suitable for pulp from which paper can be manufactured, has grown by leaps and bounds while recent years and the supply in the United States is disappearing at a rapid rate.

The remaining North American timber holdings are located in Canada, where the North American Pulp & Paper Company controls more than 1,000,000 acres, principally in or adjacent to Quebec—a province rich in timber resources.

For many years, paper manufacturers in the United States leased timber lands in Quebec, cut the wood and shipped it to their mills. In 1906 Quebec enacted a law which prohibited the export of wood cut on Crown lands unless manufactured into pulp.

The purpose of the act was to force Canadian paper manufacturers and also force United States concerns to build mills and manufacture paper in the provinces in which they owned forests. The pressure of this legislation was not felt as heavily until recently, because the growing importance of the situation.

It is obvious that under these conditions the newspaper industry will be confined largely to Canada and manufacturers in the United States will be obliged to conduct their operations in the Dominion, which is also no advantage provided with other power.

North American Pulp & Paper Company, controlling a valuable supply of "timber" holdings, is in a commanding position to profit by these conditions.

In addition to holding vast tracts of timberland, the various operating subsidiaries comprise a complete industrial cycle, being engaged in the manufacture, transportation and sale of mechanical and electrical pulp, timber, electric power, etc.

Owing to the shortage of reserve paper stocks the world over, a heavy demand has set in, and workings of North American Pulp and subsidiary companies during 1909 and for an indefinite period thereafter will likely grow by leaps and bounds.

The principal companies now controlled are: The St. Lawrence Pulp & Lumber Corporation, the Chateaufort Pulp Company and the Saguenay Light & Power Company. These concerns have owned various subsidiaries, which hold valuable timber lands, pulp mills, refineries, water rights, dock facilities, electric light and power plants, etc.

In March, 1903, it was reported that a new corporation called the Saguenay Power Company was organized to take over all the public utility properties controlled by North American Pulp, which will retain control of these subsidiaries through the new company.

With reserve paper stocks reported to be at the lowest level in years and the facilities of European manufacturers to become a competitive factor for an indefinite time, it is apparent that the world must turn to the Canadian Province for its supply of pulp; consequently the North American Pulp & Paper Company should prosper accordingly.

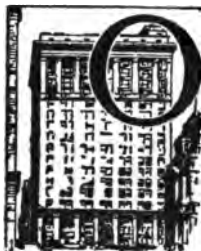
Montreal reports indicate that some favorable announcements may be made soon. In some quarters it is said that the International Paper Company may obtain control. It is pointed out that this company is the largest manufacturer of newspaper in the world, and, owing to present export restrictions on pulpwood, it may increase its timber holdings in Canada and possibly operate there on a larger scale in the future.

Headings of the Saguenay Light & Power Company, a very important subsidiary, were not shown in the 1907 report, but should appear in the 1909 figures.

Official report of North American Pulp for 1908 will soon be made public, and although it should show a sharp increase in earnings over the 1907 figures, yet it is beginning with 1910 that this company's working power probably will show its greatest development.

Typical Jones & Baker Four-page Special Report

CARRYING STOCKS ON ACCOUNT



Widener Building, Philadelphia, in which the Philadelphia Branch is located.

OFTEN a customer desires to purchase certain stocks, but does not have the full amount of cash to buy the selected securities outright.

The purpose of this chapter is to explain how this difficulty may be overcome by a deposit of only a part of the purchase price.

THE PLAN OUTLINED

Such trading in one form or another exists in nearly every commercial line; in real estate, where the purchaser is able to pay only a part of the purchase price a mortgage is given for the balance; in merchandising, where the merchant makes only a partial payment on his goods credit is extended for the balance.

In the case of stocks the customer advances a certain amount toward the purchase and asks the broker to advance the remainder, and also to carry the stocks so purchased as security for the amount advanced by him. In other words, the broker lends the customer a part of the money needed to

CARRYING STOCKS ON ACCOUNT

make the purchase, charging a reasonable rate of interest on the amount lent. Account trading is therefore merely one form of extension of credit, and resembles the loans made by banks upon approved collateral.

TAKING PROFITS—PREVENTING LOSSES

There are many distinct advantages in this form of trading as compared with outright purchases. The purchaser may carry the securities until the market price advances to a point where he can sell and secure a profit, or he may gradually pay up the loan or remainder he owes the broker and "take up" the securities and hold them as an investment.

Also, a customer carrying stocks on account naturally keeps in closer touch with company operations, general conditions, and price changes in the market. He is thus in a better position to take profits on advances, or, on adverse reports affecting any of his stocks, to limit his loss by prompt action; whereas, if he holds the stocks outright, locked away in his safe deposit vault, he usually feels secure because he has the certificates and is unwilling to believe that the price will remain down or go lower, but feels certain that it will advance immediately to higher levels. The "outright" purchaser frequently gets entirely out of touch with the conditions affecting some particular stock he owns and may miss an

CARRYING STOCKS ON ACCOUNT

opportunity to realize a large profit, or may carry the stock in the face of adverse conditions until it reaches a very low point, from which it may not recover.

INCREASES BUYING POWER

Moreover, trading on account increases the customer's scope of action, for on a $33\frac{1}{3}$ per cent basis he is enabled to make one dollar do the work of three dollars.

LARGER RETURNS

In buying dividend-paying stocks, where the return is more than 6% on the cost, the account trader obtains the surplus over and above the interest carrying charges. For instance, if the stock bought is one paying 14% on the purchase price, the customer by the use of \$500 gets a return of approximately 30% a year on his money, or three times 14%, less the 6% on the loan of \$1,000. Likewise, on a non-dividend-paying stock where the profit, through a market advance, is 20% on the cost, the account trader by the use of \$500 would make nearly 48%, or three times 20%, less the interest charges on the loan of \$1,000. In a case where the stock is a dividend-payer and also increases in market value, at the end of a year, on the basis of the above illustrations, the profits to the account trader, including dividends, would be about 90%.

For example, suppose the investor wishes to buy a

CARRYING STOCKS ON ACCOUNT

stock selling at \$5.00 per share. If he has \$500 to invest, he can buy 100 shares outright. If he buys on account, he can control 300 shares with the same amount of money, the broker advancing the \$1,000 necessary to make up the purchasing price.

Suppose the stock advances to \$10.00 per share. The trader who bought the stock outright would, if he sold his stock at the end of the year, have a profit of \$500, less the usual commission for buying and selling; while the account trader would have a profit of \$1,500, less the usual commission and the carrying charge of about \$60, which is interest at the rate of about 6% per annum on the \$1,000 advanced by the broker.

Likewise, in the case of dividend-paying stocks, trading on account gives a much larger percentage return on the money involved than the investor would receive by buying outright. For example, suppose 100 shares of stock paying \$1.00 a share per year in dividends were bought outright at \$5 per share. At the end of the year the return would be \$100, or 20%, less the usual commission for buying.

If the same amount was used to carry the stock on account, 300 shares could be controlled, the broker advancing the \$1,000 necessary to make up the purchasing price. At the end of the year \$300 would be received in dividends. After deducting the carrying charge of about \$60, representing the interest on the \$1,000 at the rate of 6%, the return

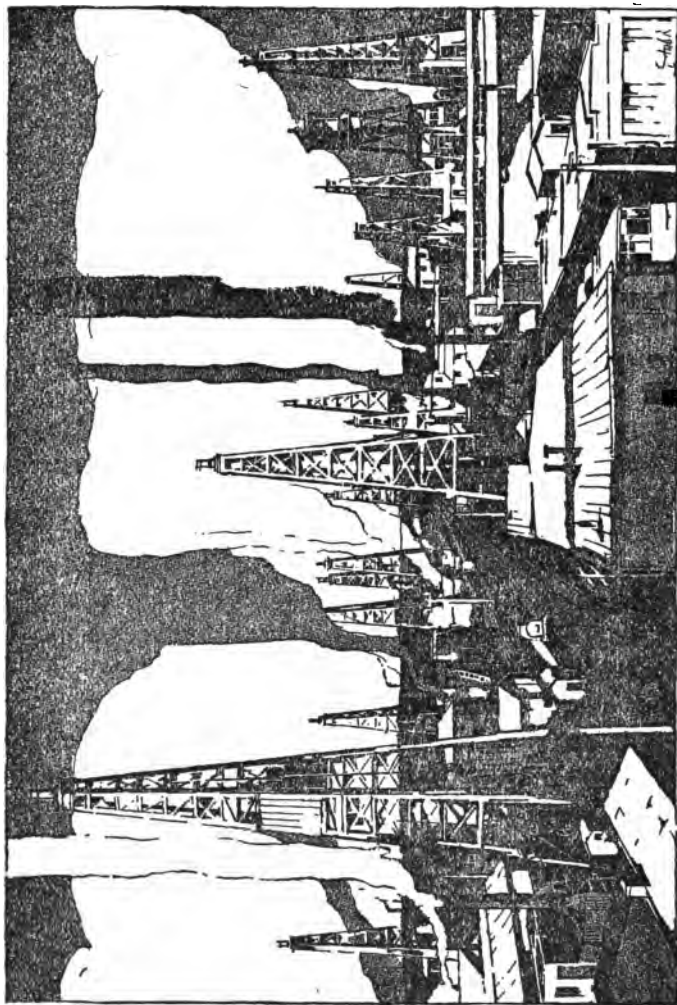
CARRYING STOCKS ON ACCOUNT

would be \$240, or 48%, less the usual commission for buying.

MAKES TRADING EASY

Account trading also facilitates the handling of stock purchases and sales and is similar to the use of bank checks. It would be very cumbersome to have to pay all bills and receive all remittances in currency. The check eliminates the handling of actual money. Thus in account trading the signing of a buying or selling order completes the transaction and avoids the necessity of keeping certificates in a strong-box and making a trip to get them each time a sale is made, as all of this is done by the broker, who has his vaults and clerical force to attend to such details.

Of course, account trading can be abused as other credit accounts; one can carry more than he should and inconvenience might result therefrom, but it is assumed that men who invest are serious-minded and purpose to follow conservative methods. The possibility through account trading of getting away from the details is what should impress the customer. His mind should be employed in digesting news and information and making decisions to buy or sell, and not in details involved in the deliveries, endorsements, registering of mail, insurance, collections, dividends and the many items that enter into cash transactions.



INTENSE ACTIVITY IN A PROLIFIC OIL FIELD
As a market for Oil Securities the New York Curb Market Stands Foremost.

CARRYING STOCKS ON ACCOUNT

REQUIRED DEPOSIT

The percentage of deposit required from customers must be large enough to enable the broker to use the securities on a satisfactory basis in his loans. Active New York Curb Market stocks are generally carried on a $33\frac{1}{3}\%$ basis where the stocks are selling at \$15 a share or under. A larger percentage may be maintained if the customer so desires.

On stocks selling over \$15 a share brokers will generally furnish deposit requirements upon request.

ADDITIONAL DEPOSITS

As above stated, a deposit of $33\frac{1}{3}\%$ is usually sufficient on the active New York Curb Market stocks selling up to \$15 a share. Brokers therefore accept orders on this basis, but require their customers at all times to maintain this ratio so that broker's loan will never exceed $66\frac{2}{3}\%$ of the actual market value of the securities, figured at the "bid" prices. When a customer fails to maintain this ratio and allows the loan to assume a larger proportion of the then "bid" price, the broker, as a matter of protection, not only to the customer, but to himself, requests customer to deposit additional security or money, or to sell out some of his stocks to re-establish the basis of $66\frac{2}{3}\%$ and $33\frac{1}{3}\%$ of the then market.

CARRYING STOCKS ON ACCOUNT

INCREASING EQUITY

The additional deposits on the customer's account reduce the loan or debit balance and therefore increase his proportion of ownership, as well as decrease the interest charges.

HANDLING OF STOCKS

Stocks purchased on account follow the same course as outlined in our booklet, *THE JOURNEY OF A CERTIFICATE*, except that instead of transferring them to the customer's name the broker usually has them transferred to his name and they are then put with his other collateral in his stock box and are used in his loans, or substitutions of stock, or as collateral in his general or special loans, all in the usual course of business.

CUSTOMER CONTROLS ACCOUNT

Stocks carried on account are always subject to the orders of the customer, and selling orders may be entered at any time, or stocks may be "taken up" by paying the debit balance. Whenever the customer's account shows an excess over the required deposit, he is at liberty to use the excess in making additional purchases on the same basis.

DIVIDENDS

Dividends on stocks carried on account are credited to customer's account, or, if the account is fully protected, remitted to the customer if he so desires.

A STOCKHOLDER'S RIGHTS



Keystone Bldg., Pittsburgh, location of Jones & Baker Branch Office.

AN owner of shares of stock in a corporation has a number of privileges, some of which are often very valuable.

Not all stockholders are familiar with the rights which generally go with such ownership.

It is the purpose of this chapter, therefore, to outline briefly some of these rights which are more commonly recognized.

A stockholder has the right to vote the number of shares standing in his name on the books of the company for the election of directors of the corporation. Notice of such election is sent by the secretary to all such stockholders of record.

Generally a stockholder also has the right to vote on the question of increase or reduction in the capital stock, also changes in the charter powers of the corporation, and he frequently has the right to vote on the making and the changing of the by-laws, including changes in the number of directors. He has the right also to attend all meetings of stockholders, and to object to waste or dishonesty in the

A STOCKHOLDER'S RIGHTS

management of the corporation, or to any attempt to engage in a business not authorized by the charter. Of course, the honest action of the majority rules.

A stockholder may vote either in person or by "proxy"—that is, authorizing another in writing to vote for him. A proxy may be canceled and a new proxy given to another person before the meeting.

OTHER VALUABLE RIGHTS

Frequently the directors of successful industrial, oil, and mining companies give the stockholders a valuable privilege—that of buying new or additional stock issues at less than market prices. A simple illustration of November 22, 1917, is the case of the Anglo-American Oil Co., when the market price was \$17.50, and the company offered \$5,000,000 worth of stock to shareholders at \$7.50 in the proportion of one new share for every two shares held.

Stockholders should realize the value of such a privilege, even though they do not care to increase their holdings.

There is an immediate opportunity for profit when one has such a privilege under these conditions.

Among the ways in which stockholders may profit by the use of such a privilege are:

1. He may sell his privilege or "right" (as it is commonly called on the Street) to subscribe to the new stock. It may be sold through his broker.

A STOCKHOLDER'S RIGHTS

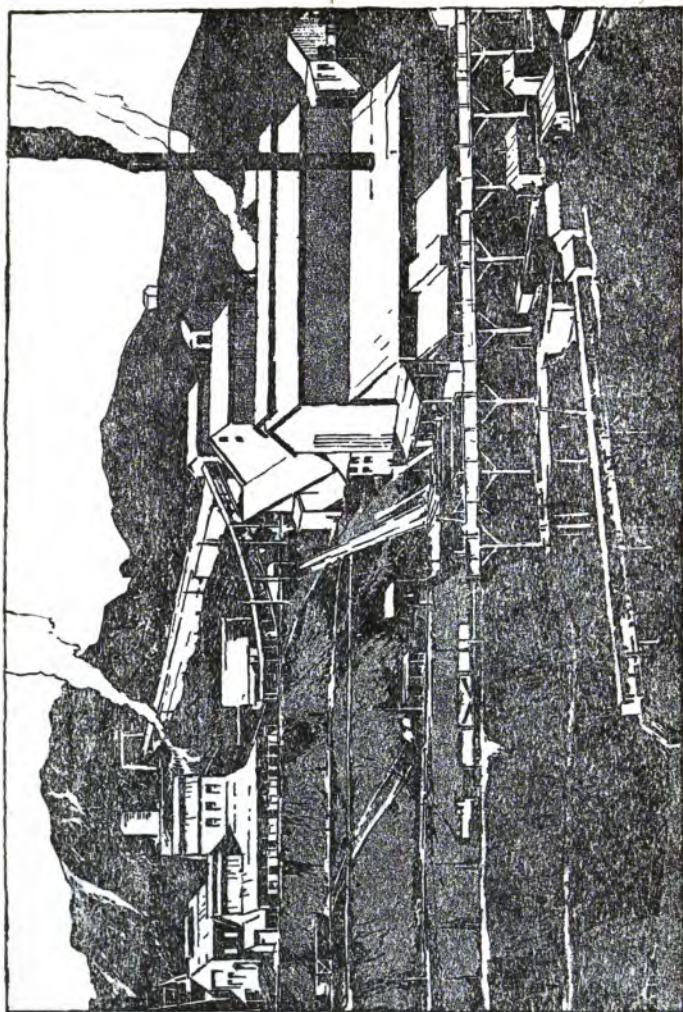
2. He may buy, as a speculation, the proportion of new stock to which he is entitled and, when the market is favorable, sell it.
3. He may sell "at the market" a number of shares of his old stock, and reacquire an equal number of shares of the new stock (which he has been privileged to purchase from the company) at a price much under the market. He has thus the same number of shares as he had originally and has made a profit in addition.

PREFERRED STOCKHOLDERS

There is a great deal of confusion on the part of the public as to the real meaning of "preferred" in relation to stock. Generally speaking, it means that the owner of preferred stock has a preference or advantage over the owner of the common stock in the order of payment of dividends.

The dividend on the preferred stock must be paid before the dividend on the common stock. If the company earns only enough to pay the dividend on the preferred stock, then it must be paid and the common stock goes without dividends. The preferred stockholder may also have a preference in having his stock paid for first out of the property of the company in case the company fails.

Sometimes the preferred stock is "cumulative," which means that if the company passes a dividend



MINING A MOUNTAIN OF COPPER ORE
The New York Curb Market is the Greatest American Mining Security Exchange.

A STOCKHOLDER'S RIGHTS

this dividend accumulates and must be paid before the holder of the common stock is entitled to any dividends on his stock. In some cases the holders of preferred stock in the event of not receiving any dividend are entitled to elect the majority of the board of directors and run the company in their own interest. This, however, is governed generally by the charter of the company.

STOCKHOLDERS VERSUS BONDHOLDERS

The holder of a corporation's bond is a creditor—one who lends it money. The bond is a mortgage on the property of the company. The stockholders are the owners of the property.

The bondholder in return for his money receives a promise to pay, secured by a lien against the property of the company. He is in the position of any other lender of money on security. Naturally he expects to receive back his principal at maturity, with specified interest, payments thereof coming to him regularly in the meantime.

The stockholder, however, as one of the owners, expects to receive his share of all the profit which the corporation can legally disburse, and in addition, with the other stockholders, owns the property of the company after its debts are paid. Some bonds carry a "conversion privilege," that is, they may be exchanged for shares of stocks under certain con-

A STOCKHOLDER'S RIGHTS

ditions which are explained in the bond or at the time it is issued.

OWNERS OF STOCKS NOT PAYING DIVIDENDS

Many times in our years of experience in the securities field we have been asked for information and advice about stocks which, for one reason or another, are not bringing any return. Frequently the securities had real value, and, in our opinion, would eventually yield dividends.

Often the holders of these stocks wished to purchase other stocks, but did not have sufficient cash at the time to do so.

SECURING A RETURN FROM NON-DIVIDEND STOCKS

We were able to point out a simple method in answer to many of these inquiries by means of which stockholders enjoyed dividends through the working value of their latent securities.

The principle of the plan is the same as that which prompts the owner of a vacant piece of land to erect a building upon it to secure a rental income. In turn he may secure a loan on this property and build additional buildings—a principle of general good business.

A STOCKHOLDER'S RIGHTS

HOW THE PLAN WORKS

The details of the plan by which the working value of securities may be utilized are as follows:

For each share of stock accepted by a broker as collateral he will purchase and carry for the account of the customer up to two additional shares of the same stock. Or, if the customer prefers, the broker will purchase some other active stock to an amount equivalent usually to twice the market value of the stock so deposited as collateral.

The money so advanced by the broker in the transaction constitutes a loan secured by the market value of the entire stock deposited and stock bought. Interest at the rate of 6% is usually charged on the amount thus advanced or loaned.

The loan involved in the transaction should ordinarily not exceed two-thirds of the market value of all the securities deposited and stock bought, and customers are usually required to maintain this proportion at all times; but on certain stocks and bonds a larger loan may be allowed.

A SIMPLE ILLUSTRATION

If 700 shares of Canada Copper, a non-dividend paying security with apparent possibilities, had been used to secure the purchase of 300 shares of Nipissing at \$8.75 a share during November, 1918, the

A STOCKHOLDER'S RIGHTS

dividends paid by Nipissing during the following twelve months, after carrying charges had been paid, would have brought the owner of the 700 shares of Canada Copper an income of about \$326.50, or 23%. He would have received this by putting his Canada Copper "to work."

Or if 1,000 shares of Canada Copper were used as collateral to purchase 300 shares of Nipissing in November, 1919, at the market asked price of \$11.00, and if during the coming year Nipissing should declare dividends amounting to \$1.50 a share, as it has during the past two years, the investment would yield about 15% after carrying charges had been deducted.

ENDORSEMENT OF CERTIFICATES

The stock to be deposited as collateral must be endorsed in blank with the name exactly as it appears on the face of the certificate, without abbreviation or addition of any kind. The signing should be witnessed by a male, who should sign his name on the line provided for that purpose. Certificates sent by mail should always be registered and accompanied by a letter stating the name of the stock to be purchased, the number of shares, and the price. It is always preferable to have the order read "at the market," so that it may be quickly executed at the best possible price.

A STOCKHOLDER'S RIGHTS

RECEIPT FOR STOCK

Upon acceptance of the stock so deposited, the broker issues a receipt to the customer showing the number of shares, the name of the stock, the certificate numbers and the conditions upon which the stock is to be accepted and used as collateral. The stocks received as collateral, and also the stocks purchased, are usually transferred by the broker to his name, in order to avoid confusion and insure the collection of dividends, if any, due the customer, and to make certain that the certificates so received are a "good delivery" and transferable upon the books of the company.

CONFIRMATION OF EXECUTION

The order is entered and executed as soon as possible, and a confirmation of the purchase of the stock, showing the number of shares purchased, the price paid, the commission, and the total amount, is made out and mailed to the customer.

CUSTOMER CONTROLS STOCKS

The customer controls the account, and he may direct that any part or all the stock be sold at any time. Or, if he wishes to do so, he may take up the stock upon payment of the loan plus interest and commission, if the latter is unpaid. If in the mean-

NEW YORK CHICAGO PHILADELPHIA BOSTON PITTSBURGH DETROIT BALTIMORE CLEVELAND
 30 Broad St. 29 So. La Salle St. Widener Building 68 Devonshire St. 221 Fourth Ave. 568 Peachtree Bldg. 433 Equitable Bldg. 243 Superior Ave., N. E.
 30 Broad St. 29 So. La Salle St. Widener Building 68 Devonshire St. 221 Fourth Ave. 568 Peachtree Bldg. 433 Equitable Bldg. 243 Superior Ave., N. E.

Name JOHN DOE Acct. No. 1500
 Address 120 BROADWAY
 NEW YORK N.Y.
JONES & BAKER 242 Superior Ave., N. E. CLEVELAND, MAR 23 1920
SECURITIES
 In Account Current with

DATE	SHARES 1920	SHARES ON RECD.	SHARES ON BELD.	DETAIL	PRICE	CHARGES	CREDITS	BALANCE	DAYS	DR. INTEREST	CR. INTEREST
FEBR 20	200			U.S. LT. & HT.	3 1/8	636 00					
	200			UNI PROFIT SHARING	2 3/8	483 00					
	400			CRESSON	2 00	816 00					
	400			DIVIDE EXTENSION	3/4	306 00					
	50			MERRITT OIL	18 3/4	945 00					
	200			ELK BASIN	8 1/2	1715 00					
	500			CANADA COPPER	1 1/4	645 00		5546 00	19	12 80	
	5			CASH			1500 00	4046 00			
				BUCKEYE PIPE LINE REC COLL.							
MAR 10				DIV 400 CRESSON			40 00	4006 00	5	3 33	
MAR 15				DIV 5 BUCKEYE PIPE LINE			10 00	3996 00	8	5 33	
MAR 23				INTEREST		21 46		4017 46		21 46	
	LONG			U.S. LT. & HT.							
	200			UNI PROFIT SHARING							
	200			CRESSON							
	400			DIVIDE EXTENSION							
	50			MERRITT OIL							
	200			ELK BASIN							

A STOCKHOLDER'S RIGHTS

time the loan is reduced by the sale of any part of the stock, by dividends, or by cash payments, the stock may be taken up by the customer upon payment of the remainder of the loan plus interest, commissions, and tax, if any.

STATEMENTS

A statement of the account showing all credits and charges made since the date of the last statement is mailed to the customer at intervals in the regular course of business.

“WHILE money can be
earned by labor, it
can be *multiplied* only by
investment.”

GROUP INVESTMENTS



Equitable Bldg., Baltimore, location of Jones & Baker Branch Office.

INDECISION—the father of “if I had only bought”—crumbles before the combination investment. Irresolution crystallizes into confidence.

The diversified investment is the best answer to the question of making a profit in the market and still insuring a high degree of principal safety. It is the standby of the experienced trader—the bulwark of the big investor—the business of many rich corporations—and it is being increasingly recommended to the new investor.

The group investment exemplifies an adage which is as good as it is old: “Carry your eggs in several baskets and you will always have eggs to sell.” It is the insurance policy of the stock market. Intelligently carried out it combines the market profit-possibilities of a prospect or non-dividend payer with a conservative dividend-paying stock; it matches the potentialities of the oil and copper industries; it balances companies producing different classes of products; geographically it equalizes

G R O U P I N V E S T M E N T S

conditions in different sections of the country. The strong members of the combination are expected to bridge over any unforeseen weakness in other members, the group as a whole yielding a conservative return but carrying the maximum market profit-possibilities consistent with a high degree of principal-safety.

FACTORS IN INVESTING

The three investment qualities that receive the most investigation and consideration are security, income, and market profit-possibility. Obviously all three cannot predominate in any one stock. There-

Group Investment "A."	Cost, Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
100 Elk Basin Cons. (oil).	\$957.50	\$324.17	\$50.00	\$9.50
300 Nipissing (silver).....	3,345.00	1,145.00	300.00	11.00
100 Car Lighting & Power..	266.50	91.50	2.62½
	\$4,569.00	\$1,560.67	\$350.00	

*Includes buying commission.

Dividend return when bought outright, around..... 8%
 Net dividend return when bought on account (after deducting
 interest charges on amount loaned by broker), around..... 11%

NOTE.—The above figures for the annual yield refer only to regular dividends, taking no account of the fact that Nipissing—Canada's premier silver mine—has paid extras of 50c. a share annually for the last three years.

G R O U P I N V E S T M E N T S

fore in order to secure all three it becomes necessary to diversify, and in two or more stocks obtain the desired investment features. No single topic furnishes livelier interest for debate than the time-honored question: "Which is the best purchase to-day?" One man will name an oil stock; another a silver stock; still another an industrial stock, etc. The careful investor after obtaining essential information will distribute his investments so as to secure maximum principal-safety, income, and market profit-possibilities. With reliable information as accessible as it is to-day it is as easy to invest

Group Investment "B."	Cost Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
1000 Tonopah Extension (silver-gold)....	\$2,165.00	\$748.33	\$200.00	\$2.12½
100 Heyden Chemical.	520.00	178.33	5.12½
100 Skelly Oil.....	1,217.50	385.84	80.00	11.12½
	\$3,812.50	\$1,312.50	\$280.00	

*Includes buying commission.

Dividend return when bought outright, around..... 7%
 Net dividend return when bought on account (after deducting interest charges on amount loaned by broker), around..... 10%

NOTE.—Tonopah Extension, with ore bodies proved to the 1780-foot level, is regarded as the leading producer of the famous Tonopah (Nev.) silver district. Heyden Chemical reported to be producing on an unprecedented scale to fill the demands for its pharmaceutical drugs; while Skelly Oil, as a result of its successful operations in the Mid-Continent field, recently declared its initial dividend.

G R O U P I N V E S T M E N T S

intelligently in a dozen issues as in one, and it is not difficult to choose those investments that have the greatest safety.

The first step naturally is the selection of securities of companies producing different classes of products, thus assuring the investor against the possibility of having the entire combination materially affected by any detrimental condition that might crop out in any one line of business. Take as an illustration the combination investments shown on page 49 and following.

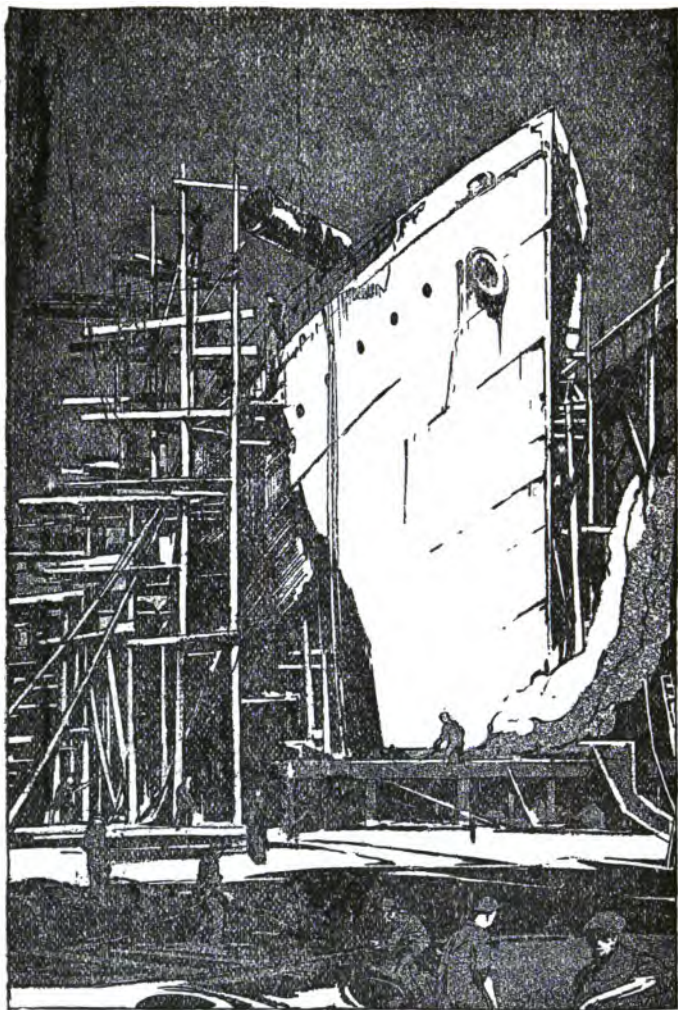
Nipissing produces silver; Elk Basin Consolidated oil and its by-products; Car Lighting & Power

Group Investment "C."	Cost Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
600 Hecla (silver-lead) .	\$2,658.00	\$908.00	\$360.00	\$4.37½
100 Marland Refining..	545.00	186.67	50.00	5.37½
100 U. S. Steamship...	305.50	105.50	3.00
	\$3,508.50	\$1,200.17	\$410.00	

*Includes buying commission

Dividend return when bought outright, around..... 12%
 Net dividend return when bought on account (after deducting interest charges on amount loaned by broker)..... 23%

NOTE.—In this highly diversified group Hecla with its huge ore reserves benefits enormously from the prevailing high silver prices and the rising lead market. Marland, one of the sturdiest oil companies operating in the Mid-Continent field, has laid out for 1920 a program of gigantic expansion along every line. U. S. Steamship is expected to merge shortly with U. S. Transport to form one important company, engaged in the building and operating of ships on a large scale.



READY FOR LAUNCHING

**The New York Curb Market is a Market of Prime Importance
for Progressive Shipping and Industrial Securities.**

G R O U P I N V E S T M E N T S

is a holding company whose operating company, the Clothel Company, manufactures refrigerating apparatus.

DIVERSIFYING GEOGRAPHICALLY

The next step is to see that the companies selected are operating in different sections of the country, thus precluding the possibility of any depressing influence on the combination through the arising of some unforeseen detrimental local condition. Again referring to Group "A," we have Nipissing located in eastern Canada; Elk Basin Consolidated in the cen-

Group Investment "D."	Cost Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
100 Producers & Refiners.....	\$932.50	\$315.83	\$50.00	\$9.25
200 Perfection Tire....	761.00	261.00	3.75
200 United Eastern (gold).....	811.00	277.67	168.00	4.00
	\$2,504.50	\$854.50	\$218.00	

*Includes buying commission

Dividend return when bought outright, around..... 9%
 Net dividend return when bought on account (after deducting interest charges on amount loaned by broker), around..... 14%

NOTE.—Producers & Refiners—credited with owning some of the largest and best located leases in the rich Beggs (Okla.) field as well as valuable holdings in three other States—is conducting a widespread and highly successful drilling campaign. Perfection Tire plans a minimum production of tires and tubes valued at \$6,000,000 during 1920. United Eastern produced over \$2,000,000 worth of gold in 1919 and has sufficient reserves blocked out for three years' operations.

G R O U P I N V E S T M E N T S

tral West and South; Car Lighting & Power in New Jersey.

The third step is to balance the dividend-payers against the non-dividend-payers or prospects in such a manner that the income will justify the total investment. In the case of this combination, we have two dividend-payers, Nipissing and Elk Basin Consolidated, against one non-dividend payer—Car Lighting & Power. The indicated dividend return in this instance is 7%. However, by taking advantage of

Group Investment "E."	Cost, Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
50 Cities Service (Bankers Shares) . .	\$2,007.50	\$507.50	\$300.00	\$40.00
200 Howe Sound (cop- per and silver)	811.00	277.67	40.00	4.00
100 United Profit-Shar- ing	216.50	74.83	2.50	2.12½
	\$3,035.00	\$860.00	\$342.50	

*Includes buying commission.

Dividend return when bought outright, around 11%
 Net dividend return when bought on account (after deducting
 interest charges on amount loaned by broker), around 25%

NOTE.—Cities Service—regarded as one of the most efficiently managed oil-public utilities organizations in the country—has accumulated a huge surplus, at the same time paying liberal dividends. Howe Sound shares in the silver boom through its Mexican mines and at the same time produces about 24,000,000 pounds of copper annually. Net earnings of nearly 100% on its outstanding capitalization are reported by United Profit-Sharing for 1919—the year which witnessed its entry into the retail tobacco business of Canada.

GROUP INVESTMENTS

the "carrying stocks on account" method—paying one-third as a deposit and allowing the remainder to run at the rate of 6%—the indicated return is increased to 10%. When the non-dividend payers become dividend-payers the indicated income would, of course, be still greater.

INVESTING IN AMERICA

The investment of money is a business just as the manufacture of clothes or the selling of food. In fact, it is even more than a business, as it covers all businesses, all enterprises, all industries, and the entire world. As far as "Investing in America" is

Group Investment "F."	Cost Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
300 Tonopah Extension (silver-gold).....	\$649.50	\$224.50	\$60.00	\$2.12½
200 Sapulpa Refining..	1,090.00	373.33	100.00	5.37½
100 U. S. Light & Heat.	291.50	99.83	2.87½
	\$2,031.00	\$697.66	\$160.00	

*Includes buying commission.

Dividend return when bought outright, around..... 8%
 Net dividend return when bought on account (after deducting interest charges on amount loaned by broker), around..... 11%

NOTE.—Tonopah Extension is reported to be maintaining a high rate of production since the beginning of 1920. Sapulpa is expected to show mounting earnings as production increases and the additions to its big refinery are completed. U. S. Light & Heat is becoming widely known as a manufacturer of motor-car accessories at a time when the automobile trade is in a most flourishing condition.

G R O U P I N V E S T M E N T S

concerned, the average man knows that the naturally increasing value of America's enormous resources can easily overcome the temporary effects of unforeseen occurrences. With the vast undeveloped territories and resources of the North, West, South and East, the consensus of intelligent opinion points to long-continued prosperity and progress. And with the advantages of combination or diversified investments to-day's investor is in a position to multiply his opportunities for profit through the market advance of his holdings, as well as by high-dividend returns, and at the same time fortify himself against circumstances that sometimes upset the best calculations.

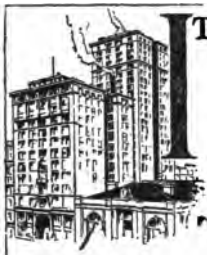
Group Investment "G."	Cost Bought Outright.*	Deposit to Carry On Acct.*	Present Annual Yield	Present Market Around
400 Nipissing (silver) ..	\$4,460.00	\$1,526.67	\$400.00	\$11.00
50 Merritt Oil	1,076.25	274.69	50.00	21.37½
50 Submarine Boat...	820.00	210.62	50.00	16.25
	\$6,356.25	\$2,011.98	\$500.00	

*Includes buying commission.

Dividend return when bought outright, around..... 8%
 Net dividend return when bought on account (after deducting interest charges on amount loaned by broker), around..... 12%

NOTE.—At a time when silver is bringing top-notch prices, Nipissing, Canada's greatest silver producer, is reported to be in the strongest position in its history. Merritt Oil, with a production of nearly 4,000 barrels daily, benefits hugely from recent advances in the price of crude oil. Submarine Boat begins operations as a private shipbuilding organization with an established reputation, proved management and large working capital, and at a time when there is every prospect of a big and long-continued demand from all parts of the world for more merchant ships.

THE JONES & BAKER POLICY



*Penobscot Bldg., Detroit,
in which Jones & Baker's
office is located.*

IT takes a big man with a big purpose to be a successful pioneer.

This is even truer to-day than in the adventurous times of Columbus, or Lewis and Clark.

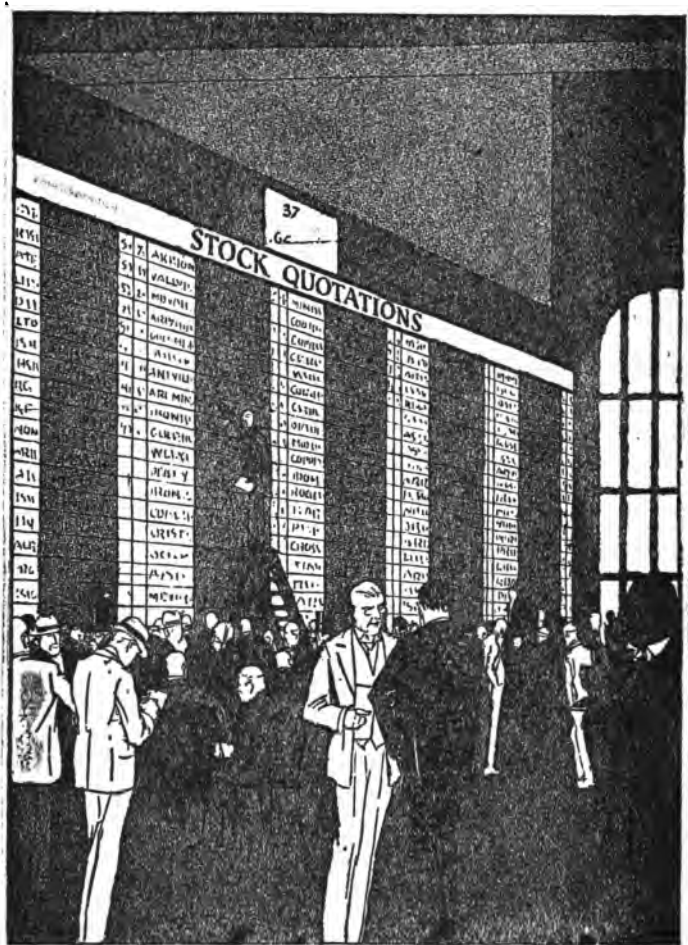
The pioneers of to-day are mostly business pioneers—men who are keen enough to see and seize an opportunity to do something in a better way, imaginative enough to discover the method, and dynamic enough to apply it, despite obstacles.

One man did it in the retail tobacco business. As a result we have to-day the clean, one-priced, efficiently conducted United Cigar stores.

Another did it in the meat packing business. What an improvement over the conditions of 1890!

A third did it in the telephone and telegraph business—and two marvels of organization have been the result.

It has been done in the motor business, in the camera business, in the explosives business, in the cash register business, in the drug store business, in the railway business, and Marshall Field did it in the department store business.



A Jones & Baker Customers' Room

THE JONES & BAKER POLICY

All these pioneers saw the need for a better product and a better service—and they furnished them!

William R. Jones has done it in the brokerage business.

MODERN BROKERAGE SERVICE

Adapting and applying the sound business—and service—principles he learned as a member of the Marshall Field organization, he became a pioneer in this field—the great open, progressive New York Curb Market—the second largest stock market on the Western Hemisphere—where the companies represented have combined assets of upwards of three billion dollars!

And like the other successful pioneers, he and his business have become leaders in every sense—size, efficiency, progressiveness and standing.

What is the basis of Mr. Jones' idea?

It is to conduct a brokerage business specializing in the many sound securities traded in on the New York Curb Market on the same banking and business principles, and with the same methods, as other large, successful commercial and financial enterprises.

How did he apply this to the brokerage business? In six main particulars:

1. Quick, accurate executions, giving customers the benefit of any purchases made at lower prices than ordered, or sales at higher prices.

THE JONES & BAKER POLICY

2. Prompt delivery of securities or cash.
3. Reliable, up-to-date information, obtained at the earliest possible moment by a trained corps and distributed (with its significance explained) to customers by private wires, telephone, letters, crisp printed reports, or by the INVESTOR & TRADER, a weekly newspaper.
4. Bright, clean, orderly, commodious customers' rooms and offices.
5. Banking systems of accounting, and
6. A reliable, harmonious organization trained for its work and well informed on the securities traded in on the New York Curb market.

This is an age of Service. The public not only demands service, but is quick to express its appreciation of it. No greater proof of this is needed in the investing and trading field than the growth of the Jones & Baker business.

The thousands of business men in all sections of the United States who operate in the New York Curb Market deserve the most efficient service, not only from their brokers but from the market itself.

Jones & Baker customers have always enjoyed instantaneous execution of orders and continuous quotations posted on the boards every minute of the day, but with the New York Curb Market housed in its own building even this service can be improved and extended.

THE GREATER NEW YORK CURB MARKET



Terminal Building, Brooklyn, in which Jones & Baker's offices are located.

BEFORE the close of 1921 the New York Curb Market, the country's second largest stock and bond exchange, will have taken the most progressive step in its long, interesting career.

This step will be the moving of the market from its present outdoor position in Broad Street to the new building the New York Curb Market Realty Association purposes to erect in Trinity Place and Greenwich Street. A trading floor, telephone and telegraph facilities, a ticker service and offices for the executives of the Association will be provided.

This move means more than merely "housing" this great, out-of-doors market. It means that hereafter all its activities will come under the direct supervision of the New York Curb Market Association.

It means a much closer scrutiny of all issues which will be traded in this market. In fact, no security not acceptable to the New York Curb Market

THE GREATER NEW YORK CURB MARKET

Association will be traded on the new exchange floor.

The purpose of the Association in housing the market is to control more adequately the business of the New York Curb Market. Through the improvements and resultant benefits outlined above, the Association would effect throughout this exchange reforms which it has hitherto been able to render operative only within the realm of its membership. In other words, in the "open" market others than members of the New York Curb Market Association could trade. Many outsiders abused this privilege. Housed, the Association will be protected from outside invasion.

The financing of the building operation has been cared for through the organization of Association members into a corporation for whose stock each admitted member must subscribe.

Prominent members of the New York Curb Market Association predict that the business of the market will "double and treble" when it is housed.

So important is this move considered by brokers that "seats" on the new exchange are already being eagerly sought.

Corporations whose securities are herein traded will be benefited by the better protected market of their issues, and the public which invests and trades in these issues will derive a similar benefit through a readier and more stable securities market.

THE GREATER NEW YORK CURB MARKET

An example of these benefits is the anticipated increase in value of New York Curb Market securities as collateral at the banks.

From the trader's or investor's viewpoint perhaps the most welcome innovation which this move will make possible will be a New York Curb Market ticker service to record all sales.

The information which will be available to the public on securities offered for trading will be an incentive to business. Progressive firms like Jones & Baker have from the first realized the necessity of keeping the public informed, and for this purpose have maintained bureaus of information, just as, for the further protection of their clients, they have limited their "trading on account" to selected lists of securities.

With these facilities for legitimate trading in securities admitted to listing (or to trading) only after a close scrutiny of their values, the New York Curb Market—the greater New York Curb Market—is seemingly sure to increase its usefulness as a source of capital for sound, young enterprises and as a place of opportunity for market profits and dividends to the trader and investor.

The intrinsic worth of New York Curb Market securities is evidenced by their substantial assets and earnings.

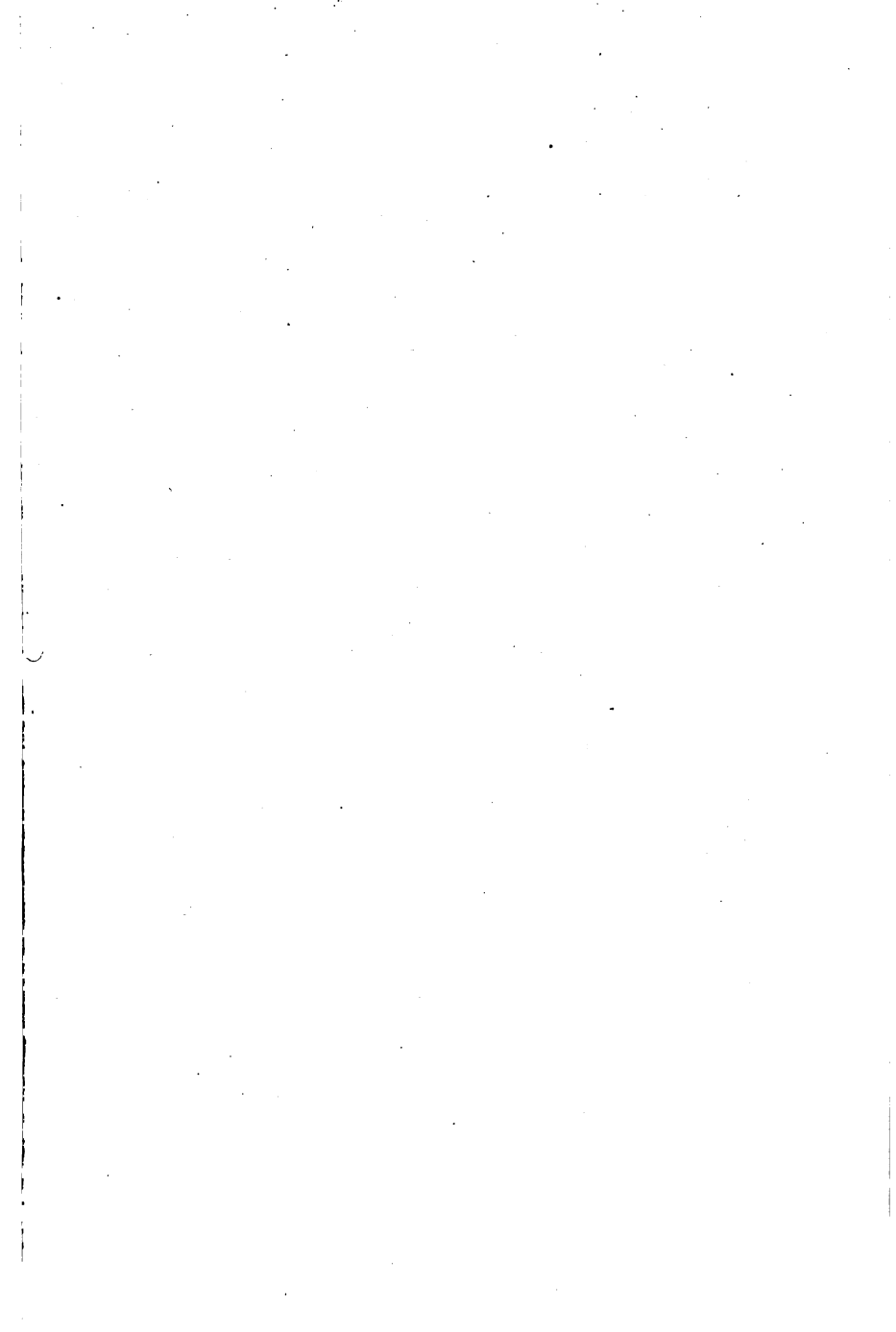
The profit and dividend opportunities offered by these securities are indicated by their records and prospects.

THE GREATER NEW YORK CURB MARKET

There is no question in the minds of the big, purposeful men who are leading in this movement that the New York Curb Market is now entering upon the very greatest phase of its career.

In the meantime thousands of investors and traders in all sections of the United States are obtaining their share of the large market profits and generous dividend disbursements made possible by the progress of scores of the well-managed, essential industries represented in this "great prep. school of American finance."

IT is a highly significant fact that about 40 per cent of our new customers are brought to us by other men who have found Jones & Baker service to be superior and satisfactory



142-7
This book should be returned
the Library on or before the last date
stamped below.

A fine of five cents a day is incurred
by retaining it beyond the specified
time.

Please return promptly.

